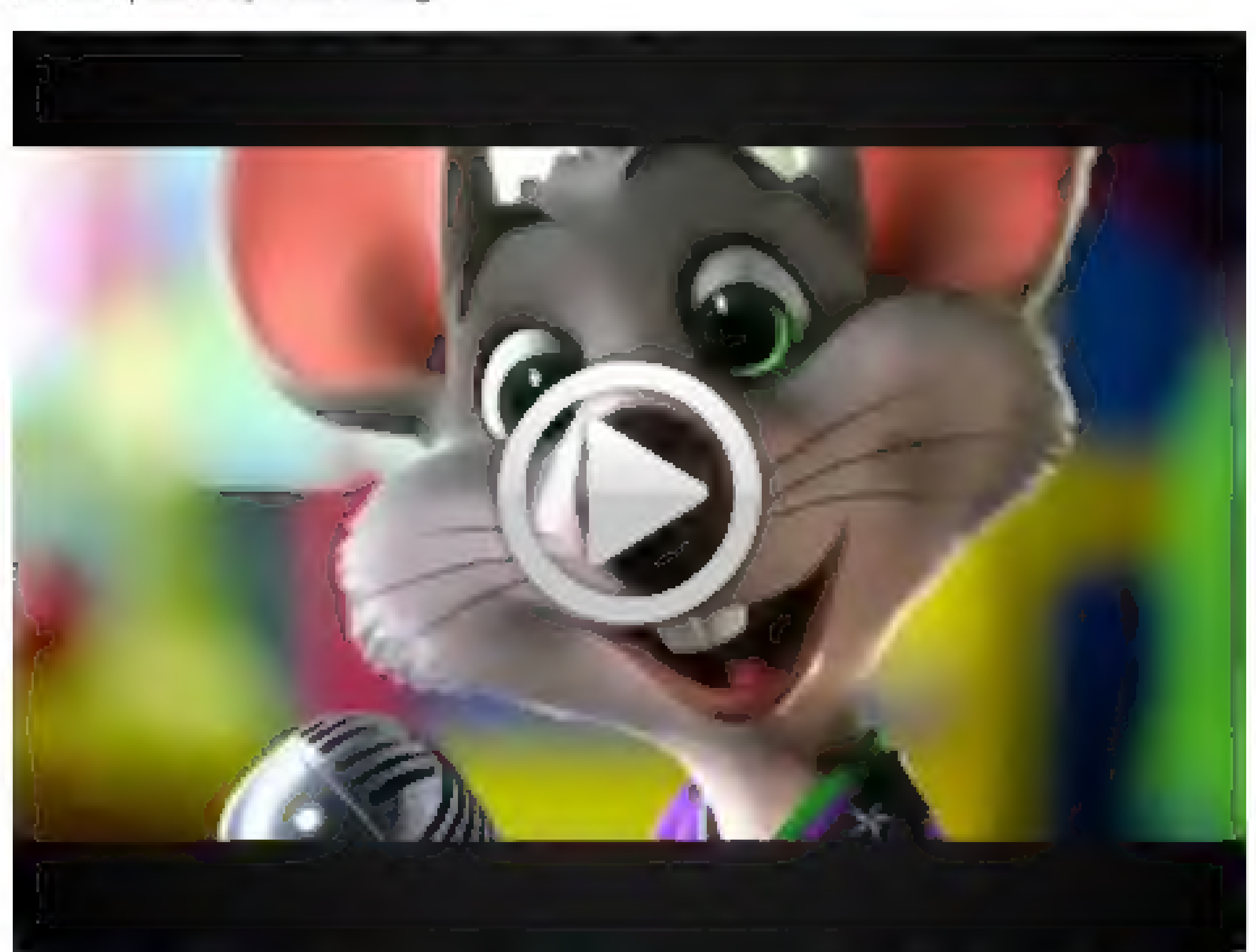


Chuck E. Rocks

June 29, 2012 by Screenmag



This new spot is part of a campaign launching next week from The Richards Group and CEC Entertainment, Inc., operators of Chuck E. Cheese's.

Titled "Chuck E. Rocks," the new creative focuses on the fun kids have at Chuck E. Cheese's. Voicing Chuck E. Cheese is musician and celebrity voice talent Jaret Reddick, best known as the lead singer and songwriter for pop-punk band Bowling for Soup.

"I am very proud of the hard work and collaboration with The Richards Group," said Scott McDaniel, chief marketing officer of CEC Entertainment. "Their creative talent, combined with extensive advertising and retail experience, has helped us contemporize Chuck E. Cheese in a very respectful and engaging fashion. Chuck E. is the hero at the heart of our restaurants. For the first time in years, we're changing the way we communicate with our key patrons – kids."

The "Chuck E. Rocks" campaign comprises television, digital and in-store components. Four TV spots, "Belonging," "Fun," "Power" and "Birthdays," each named for something a child experiences at Chuck E. Cheese's, showcase kids doing what they do best at Chuck E. Cheese's – having fun. Reddick provides the singing and speaking voice for Chuck E. Cheese.

"In this new campaign, we've taken the iconic Chuck E. Cheese mouse and turned him into a rock star," said Rhonda Zahnen, principal at The Richards Group. "It's the perfect evolution of the brand and one that will speak directly to kids."

The Richards Group tapped several creative shops with Texas roots for the spots: Sugar Film Productions, Reel FX and BREED.

"Chuck E. Rocks" will break nationally with the "Belonging" TV spot on July 5, 2012. The Richards Group has been the agency of record for CEC Entertainment, Inc., since January 2012, and oversees brand planning, creative development, media buying and digital marketing for the family dining and entertainment leader.

CREDITS:
Client: CEC Entertainment, Inc.
Brand: Chuck E. Cheese's
Campaign: "Chuck E. Rocks"
Initial Break Date: 7/5/12
Agency: The Richards Group
Creative Director: Stan Richards
Art Director: Patrick Murray
Copywriter: Bill Cochran
Agency Producer: Dan Calhoun
Production Company: Sugar Film Production
Director: Chris Smith
Director of Photography: Afshin Shahidi
Editor: Peter Tarter, Reel FX
Character Design: Chris Ayers, Reel FX
Animation Creative Director: Dale Carman, Reel FX
Animation Lead: Kent Alfred, Reel FX
Animation and Visual Effects: Reel FX
Music/Sound Design Creative Director: Brian Flores, BREED
Music/Sound Design Producer: Kathy Cogar, BREED
Composer: Jason Zaffary, BREED
Principal Talent: Jaret Reddick, lead singer of Bowling for Soup, as the voice of Chuck E. Cheese

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